

Appl. No. 09/334,327  
Amdt. dated October 24, 2005  
Reply to the Office Action of Aug. 17, 2005

**Amendment to the Claims**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims**

Claims 1-39 (canceled)

40. (currently amended) A method for refining the calculation of the relevance of a resource on an Internet, based on a query for relevant resources, through the use of user ratings, comprising the steps of:

- (a) executing a particular query from a user;
- (b) providing said user with a result, including at least said resource, from said query;
- (c) [thereafter,] providing said user with a form generated by a script to enable said user to rate the relevance of said resource in relation to said query [questionnaire including at least one script having at least one form requesting active user feedback input from said user in the form of a rating for said resource];
- (d) receiving [a response] from said user [to said questionnaire in the form of a] the rating of said resource;
- (e) subsequently, calculating the relevancy of said resource based on said rating;
- (f) repeating steps (a) to (e) for additional users and incorporating the ratings of said additional users into calculations of relevancy of said resource;

whereby, traditional calculation methods of relevancy are refined and more accurate.

41. (previously presented) The method of claim 40, further comprising the steps of:

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creating multiple profiles for each of said users and incorporating said multiple profiles into said calculation of relevancy of said resource.

42. (previously presented) The method of claim 40, wherein

the step of :

calculating the relevancy of said resource further comprises the steps of:

providing an internet search engine to each of said users, with said search engine

performing said calculation of relevancy, said calculating based on traditional methods;

formulating, through the use of said search engine calculated relevancy, a query

result list of proposed resources to visit in response to the particular query;

the step of rating the relevancy of a resource further comprises supplying said query result list to the said users;

prompting each of said users to visit resources on said query result list and rate the

respective resources visited in response to the particular query;

the step of collecting said ratings further comprises

gathering a set of evaluations from each of said users who have

rated said visited resources; and

the step of incorporating said collected ratings further comprises

modifying said calculation of said search engine relevancy for said visited

resources particular query based on said set of evaluations.

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43. (previously presented) The method of claim 42, further comprising the step of:  
providing each of said users, a means for creating multiple profiles including  
demographic and psycho graphic data;  
creating, by each of said users, said multiple profiles;  
providing, to each of said users, a means of selecting one profile from said  
multiple profiles; and,  
selecting, by each of said users, said one profile prior to submitting a query.
44. (previously presented) The method of claim 43, said one profile comprises data for related  
searches made by respective users.
45. (previously presented) The method of claim 43, said one profile comprises data for  
business related searches.
46. (previously presented) The method of claim 43, further comprising the step of:  
combining said set of evaluations from users with said selected profiles of said  
users so that the relevancy rating system is further refined.
47. (previously presented) The method of claim 43, further comprising the step of modifying  
said multiple profiles for the purpose of updating information in said profiles.
48. (previously presented) The method of claim 47, said modifying step further comprises  
deleting said multiple profiles for the purpose of removing a selected user.
49. (previously presented) The method of claim 43, further comprising the step of modifying  
said one profile for the purpose of updating information in said profile.

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50. (previously presented) The method of claim 49, said modifying step further comprises deleting said one profile for the purpose of removing one multiple profiles created by one of said users.
51. (previously presented) The method of claim 47, further comprising the step of recalculating, by said search engine, the relevancy of the resource in response to said modifying said multiple profiles.
52. (previously presented) The method of claim 48, further comprising the step of calculating, by said search engine, a new relevancy of the resource in response to said deleting said multiple profiles.
53. (previously presented) The method of claim 49, further comprising the step of recalculating, by said search engine, the relevancy of said resource in response to said modifying said one profile.
54. (previously presented) The method of claim 48, further comprising the step of calculating, by said search engine, a new relevancy of said resource in response to said deleting said one profile.
55. (previously presented) The method of claim 42, further comprising the step of implementing anti-spamming measures to prevent rogue said feedback from adversely affecting said search engine relevancy rating system.
56. (previously presented) The method of claim 42, said step of gathering a set of evaluations from each of the multiple users who have rated said visited resources further comprises

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providing a web browser modified to accept user evaluations; and transmitting gathered evaluations to said search engine.

57. (previously presented) The method of claim 42, said step of gathering a set of evaluations from each of the multiple users who have rated said visited resources further comprises

providing a first web form on the search engine home page;

providing a second web form on the search engine results page; and

transmitting to said search engine, via said first web form and via said second web form, said gathered evaluations.